

Sales Letter Assessment

Instructions: Fill in the blanks in this sales letter to incorporate vivid, descriptive language that will attract the reader's attention and retain his or her interest.

October 24, 2011

Janet Marsden
1414 Red Rose Rd.
Dunnellon, FL 34779

Dear Janet,

Imagine swinging gently to and fro on a soft cotton hammock, surrounded by nothing but sea and sun. As you lounge on the broad, shady deck of the 1.) _____ luxury liner, you 2.) _____ and dream about the 3.) _____ you'll enjoy this evening after your 4.) _____ in the 5.) _____. A tantalizing picture, wouldn't you agree?

Royalty Cruises can put you in that picture for real, Janet.

On November 11, 2011, Royalty Cruises will give away two **all-expenses-paid, five-day cruises on the exquisitely appointed Royal Sea Duchess (including airfare!)**. Two lucky winners and their companions (limit one companion per winner) will sail the Western Caribbean, stopping to 6.) _____ and enjoy some of the world's best 7.) _____.

We want to make this dream a reality for you, Janet, but you have to come to dinner first.

You can enter the giveaway and also learn more about Royalty Cruises while you enjoy a sumptuous three-course meal at the 8.) _____ Wellington Hotel in downtown Tampa at 6 p.m. on Tuesday, November 11. **The dinner is free, and your entry in the contest is also free.** All you have to do is watch our Get to Know Royalty film and listen to Captain Mel Tanner as he introduces you to the many pleasures of cruising as a guest of Royalty.

Use the enclosed RSVP card to reserve your dining table today, Janet. **Be sure you indicate on the card the number of family members or friends you'll be bringing along too** (maximum of four, including yourself), plus your group's entrée and dessert preferences.

9.) _____

Good luck!

Bob Turney
Promotions Director

encl. RSVP Card

P.S.

10.) _____

1.) Insert modifier(s).

2.) Insert verb with or without modifier(s).

3.) Insert noun with modifier(s).

4.) Insert word or phrase(s).

5.) Insert place name or noun with modifier(s).

6.) Insert phrase(s).

7.) Insert phrase(s).

8.) Insert noun(s) with modifier(s).

9.) Insert closing statement.

10.) Insert postscript